

ABSTRACT OF THE DISCLOSURE

In accordance with the present invention, there is provided a client application for enabling access to an online service and displaying advertisements while the user is accessing the online service. The client application receives play lists from the online service provider. The play lists include information about advertisements to be played and the order of play. The client application monitors the user's interaction with respect to the online service, and preferably with respect to the client application. The client application notifies the user if the user has not interacted with the online service for a predetermined time span. The client application also displays an exit window prior to termination of an online session. The exit window includes advertisements that are targeted toward the user.

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